



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, February 5, 2015, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541) 574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE Thursday, February 5, 2015, 2:00 P.M. A G E N D A

- I. Call to Order
- II. Additions/Deletions to the Agenda
- III. Consent Calendar
 - a. Minutes -January 15, 2015 meeting minutes review and approve
- IV. Media Consideration
- V. Other
 - a. Listen to KGAL Radio Ads
 - b. Applications for DNC
 - c. Discuss on Goals for 2015-16 City Council
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment

CALL TO ORDER

The January 15, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:01 P.M. In attendance were Carrie Lewis, Steve Beck, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Bre Miller of Corvallis Knights, Rob Spooner of Oregon Coast Magazine, Jamie Rand

INTRODUCTIONS

No introductions were needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the November 20, 2014, meeting;
- B. Review of Account, November and December

MOTION was made by Lewis, seconded by Rabourn, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Committee reviewed Seattle Magazine proposal.

Committee reviewed the Valley Advertising proposal.

Bre Miller of Corvallis Knights reviewed promotions done by DNC last year. Corvallis Knights is proposing the same promotion for this season.

Committee reviewed PBS Travel & Wine proposal.

Committee reviewed 101 Things to Do proposal which is the same as last year.

Rob Spooner of Oregon Coast Magazine reviewed previous proposal and suggested the same for this year. The Back cover is available for about \$7,500.

Committee reviewed Wintercation Video Campaign. This is a TV commercial that will go along with promotion of the Wintercation event. 1 TV ad and 1 end card for \$2,500 or 2 TV ad and end card for \$5,000.

OTHER

Jamie Rand showed the new artwork that has already be placed on billboards so the committee could see how they look up. He also showed the ad running in1859. Committee was pleased with both campaigns.

The committee would like to see the Google Analytical Report see if the advertising is doing what the committee would like it to.

They discussed using different 1-800 numbers to track specific advertisements. Davis is going to look into that possibility further.

DISCUSSION AND ACTION

Committee choose to pass on PBS proposal for now.

MOTION was made by Beck, seconded by Lewis, to approve Corvallis Knights proposal for pocket schedule advert, between-inning promotion and in-stadium signage for \$2,500. The motion carried unanimously in a voice vote.

MOTION was made by Lewis, seconded by Rabourn, to approve the KCAL proposal of a minimum of 50 commercials running for six months starting in February on 5 radio station for \$350 per month. The motion carried unanimously in a voice vote.

MOTION was made by Beck, seconded by Lewis, to approve a ½ page ad on outside back cover plus a ½ page ad in the inside for 101 Things to Do for \$4,499 for the year. The motion carried unanimously in a voice vote.

Committee choose to pass on Seattle Magazine proposal.

MOTION was made by Rabourn, seconded by Beck, to approve a back cover ad in Mile by Mile Guide for \$7,500 if back cover is not available then an inside ½ page ad for \$3,072.75. The motion carried unanimously in a voice vote. Committee would like to use family ad for this medium.

MOTION was made by Rabourn, seconded by Lewis, to approve one TV ad for Wintercation for \$2,500. The motion carried unanimously in a voice vote.

Brief discussion was held on the Portland billboard opening from CBS Outdoor. It is an 8 week run for \$13,000. The committee decided to pass on this location. It is not the best location for DNC and the committee is out of money for these fiscal year.

MOTION was made by Beck, seconded by Rabourn, to cancel the February meeting unless an emergency should arise that would require a meeting. The motion carried unanimously in a voice vote.

Next meeting will be March 19, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:15 P.M.

Cindy Breves

From: CommitteeApp@newportoregon.gov
Sent: Wednesday, September 17, 2014 11:16 AM
To: Cindy Breves; Peggy Hawker
Cc:
Subject: Committee Application

Application for City Council - Email Application

Date: 9/17/2014

Commission/Committee of Interest: Destination Newport Committee

Name: Dennis Moore

Address: P.O. Box 147

Workphone: .

Homephone: .

Email:

Occupation: Vacation property owner/ manager

Employer: Sealrockvacationhomes.com

Why do you want to serve on this committee/commission/board/task force, and how do you believe you can add value? I have an extensive background in Marketing/Advertising as my prior carrier was a CMO/VP of Marketing for various large companies and at Advertising Agencies. I now have relocated full time for the past year and a half to Seal Rock after starting my business here 8 years ago. I believe I could help grow the tourist business for Newport based on this experience.

What is a difficult decision you have made concerning issues of bias and/or issues of conflict of interest? I have managed 26 people in my prior job and keeping an objective approach with the proper due diligence in conflicts is the best approach to finding a resolution.

Describe the process of how you make decisions. 1) research, 2) gather the facts 3) competitive analysis 4) interviews during the process 4) fact check.

What do you think about consensus decision making? What does the consensus decision making process mean to you? I have always been part of consensus decision making in my past positions. The consensus process provides the opportunity for greater input and insight into projects by providing a collective boarder view . The process can take longer with consensus so milestone dates should be included to keep projects on schedule .

Describe all other pertinent information/background for this position. I have a passion for the tourist business as an owner and a great affinity for Newport and the local area which would generate enthusiasm in my contribution.

Cindy Breves

From: CommitteeApp@newportoregon.gov
Sent: Monday, October 06, 2014 7:40 PM
To: Cindy Breves; Peggy Hawker
Cc:
Subject: Committee Application

Application for City Council - Email Application

Date: 10/6/2014

Commission/Committee of Interest: Destination Newport Committee

Name: Donna Rudd

Address:

Yachats, OR 97498

Workphone:

Homephone:

Email:

Occupation: Regional Manager

Employer: Vacasa - Vacation Rentals

Why do you want to serve on this committee/commission/board/task force, and how do you believe you can add value? With 26 vacation rentals in Newport, I am interested in how to attract more visitors to the area and to promote Newport as a destination for longer periods of time, not just a couple of days.

What is a difficult decision you have made concerning issues of bias and/or issues of conflict of interest? I am a resident of Yachats. There is an ongoing discussion regarding capping the number of vacation rentals in this community. I see both sides. As a community member, I love this community and don't want it to become only a tourist town. I value the residents that volunteer with various agencies, the small town feel and the fact you know your neighbors. In the business of managing vacation rentals, it is in my best interest to promote that industry too. I can balance the two interest without conflict.

Describe the process of how you make decisions. I hear all sides, weigh the options and decide on the outcome that I believe is in the best interest of all.

What do you think about consensus decision making? What does the consensus decision making process mean to you? Consensus decision making allows for an acceptable resolution, one that can be supported, even if not the "favorite" of each individual.

Describe all other pertinent information/background for this position. I feel I understand the tourism industry and would hope to have some positive suggestions and input in to how to make a great Newport, an even better place to visit and stay and how to promote the city to the fullest.

CITY OF NEWPORT

APPLICATION FOR COMMITTEE/COMMISSION/BOARD/TASK FORCE

Date: 01/26/15

Committee/Commission/Board/Task Force of Interest: Destination Newport

Name: David Heater

Address: Newport, Oregon 97365

Work Telephone: {

Home Telephone: {

E-Mail Address: {

Occupation: General Manager, Business Owner

Employer: Mariner Enterprises

1. Why do you want to serve on this committee/commission/board/task force, and how do you believe you can add value? I believe tourism and the dollars it brings to Newport is vital to the health of our community. With my long time residency and business background my experience is fit for this committee.
2. What is a difficult decision you have made concerning issues of bias and/or issues of conflict of interest? Most (difficult) decisions can be considered an issue of bias and/or conflict. Decisions should be made based on what is right. That may be for individuals or for the company or community...it depends on the topic...but disagreement is usually the root cause for decision making in the first place.
3. Describe the process of how you make decisions: __I gather the facts, get input from professionals or others with expertise, consider and get input from those concerned or affected the most and then make a decision based on sound information and multiple inputs.
(over)
4. What do you think about consensus decision making? What does the consensus decision making process mean to you? __If consensus means always going with the majority opinion then, personally, in a business situation I would be against it...but...if by consensus you mean making decisions based on the common good, then, I would be in favor.

5. Describe all other pertinent information/background for this position: I have a beautiful business woman wife...three wonderful daughters...two grandchildren. I have coached baseball at Newport High School for over 20 years. I am an active member and past president and three time finance chairperson with the Newport Booster club. I Love Newport!

Use additional sheets as necessary.

Thank you for volunteering to serve the City of Newport!



Spencer Nebel
City Manager
CITY OF NEWPORT
169 S.W. Coast Hwy.
Newport, OR 97365
s.nebel@newportoregon.gov

MEMO

DATE: January 12, 2015

TO: Planning Commission – Derrick Tokos
Audit Committee – Mike Murzynsky
Retirement Board of Trustee – Mike Murzynsky
Airport Committee – Bob Fuller
Wayfinding Committee – Bob Fuller
Library Board – Ted Smith
Parks & Recreation Committee – Jim Protiva
Senior Citizen Advisory Committee – Peggy O’Callaghan
Public Arts Committee – Peggy Hawker
Bicycle and Pedestrian Advisory Committee – Peggy Hawker
Destination Newport Committee – Cindy Breves

FROM: Spencer Nebel, City Manager

SUBJECT: City Council Goal Setting

On February 25, the Newport City Council will meet to establish goals for the fiscal year beginning July 1, 2015. The goals established will be considered during the development of a budget for the next fiscal year.

I would invite each advisory committee to suggest goals that the City Council may consider for possible inclusion as part of the Council Goals for 2015-16. This will be a good conduit for the advisory committees to share their thoughts with the Council on various areas of policy development, capital improvements, or other activities that the committees feel should be considered as a potential priority goal for the Council. All communications will be shared with the Council. The City Council will review each of the ideas forwarded as the Council determines its priorities for the next year. It is suggested that the committees summarize each idea in a brief “bullet” type statement. Ideas can be general or very specific. The ideas do not need to be limited to items impacting the budget.

Examples of Goal Statements

1. Continued installation of sharrows on appropriate bike routes.
2. Implement the “percent for the arts” program for the new Newport swimming pool.
3. Complete the Tree Plan for the City of Newport.

4. Reconstruct Harney Street from US 20 north of 3rd Street NE.
5. Develop an ordinance to regulate Uber vehicles operated in Newport.

Please use the attached form for conveying the recommendations to me by **Thursday, February 19th** for inclusion in the City Council goal setting materials. Feel free to provide any additional background information as an attachment to this form.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "S. Nebel", is written over a faint, light blue circular stamp.

Spencer R. Nebel
City Manager

Cc: Mayor and City Council Members

**Newport City Council Goal Setting Form for Committees, Commissions,
and Boards for 2015-16**

Committee, Commission, or Board:

Submitted By:

Date Submitted:

1.

2.

3.

4.

5.

If necessary, attach additional pages.